

## Message Text

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PAGE 01 STATE 055790  
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 TRSE-00 L-03 FTC-01  
CIAE-00 INR-10 NSAE-00 /035 R

DRAFTED BY COM/ BIEPR/OTP/IND/ALAFAVE:JER  
APPROVED BY EB/OCA/CD:REDAY  
COM/BIEPR/OTP/IND/CJOHNSON  
COM/BDBD/MMONTAVAN  
STATE/EA/J/HCOCHRAN

-----117657 042025Z /62

R 040100Z MAR 78  
FM SECSTATE WASHDC  
TO AMEMBASSY TOKYO

UNCLAS STATE 055790

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: POSSIBLE TRADE FACILITATION COMMITTEE CASE--  
WHISKEY TAX

1. MS. JACQUELINE MCCURDY, ASSISTANT GENERAL COUNSEL,  
JOSEPH E. SEAGRAM AND SONS, INC., 375 PARK AVE., NEW YORK,  
NEW YORK, 10022, AND VICE CHAIRMAN OF ISAC 1, HAS REQUESTED  
THAT WE INVESTIGATE COMPLAINT BY ITS JAPANESE JOINT-  
VENTURE, KIRIN-SEAGRAM (KS), TOKYO REGARDING RECENT ALTERA-  
TION OF JAPANESE SYSTEM OF DOMESTIC WHISKEY TAXATION.  
CABLE TO SEAGRAM/NY FROM STEPHEN HERBITS OF KS STATES  
(BEGIN QUOTE) THE ONE-TIME CHANGE IS SEVERELY ADVERSE TO  
KS IN THAT THE PRICE OF ROBERT BROWN WILL BE FORCED CLOSER  
TO OUR PRINCIPAL COMPETITIVE BRAND, SUNTORY OLD, THUS  
DEFEATING OUR BRAND CONCEPT OF A HIGHER QUALITY PRODUCT.  
WE ARE CURRENTLY CONSIDERING REQUESTING AN EXEMPTION FROM  
THE ADMINISTRATIVE GUIDANCE WHICH FORCES US TO LIMIT OUR  
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PRICE INCREASE TO THE AMOUNT OF THE TAX INCREASE (END  
QUOTE).

2. REQUEST EMBASSY CONTACT KS FOR FURTHER DETAILS TO  
DETERMINE WHETHER ACTION COMPLAINED OF APPEARS TO HAVE  
UNFAIRLY ADVERSE EFFECT ON U.S. EXPORTS AND, IF SO, WHETHER  
KS WOULD WANT CASE TO BE RAISED IN TRADE FACILITATION

COMMITTEE. PLEASE ADVISE. CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** JER  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Subject:** POSSIBLE TRADE FACILITATION COMMITTEE CASE-- WHISKEY TAX  
**TAGS:** BEXP, JA  
**To:** TOKYO  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014